THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (PROF. K. K. TEWARY): (a) No, Sir.

(b) Does not arise.

(c) No, Sir.

Shortage of mild Steel Wire Rods

2194. SHRI M. VINCENT: Will the Minister of STEEL AND MINES be pleased to state:

(a) the reasons for the shortage of Mild Steel Wire Rods especially to small scale units;

(b) whether it is a fact that since export market fetches a good price and incentives, the Mild Steel Wire Rods are being exported at the sufferings of the small scale units locally; and

(c) what steps are to be implemented by Government to rectify this anomaly and relieve the shortage of Mild Steel Wire Rods for indigenous users?

THE MINISTER OF STEEL AND MINES (SHRI MAKHAN LAL FOTEDAR): (a) to (c) Production of mild steel wire rods in the integrated steel plants has been slightly short of targets. However, the shortfall is expected to be made up by production from the secondary sector which has sufficient capacity to produce this item. Exports of a limited quantity have been allowed to establish Indian products in overseas markets preparatory to further exports, when there will be a surplus production after the Vizag Steel Plant is commissioned.

Media policy

2195. SHRI ANAND SHARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the media policy formulated by the Janta Government for the Doordarshan and media during the period 1977-80;

(b) the time alloted for coverage to the opposition during 1977-80; and

(c) the steps taken to make the electronic media informative and constructive?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (PROF. K. K. TEWARY): (a) The main policy guidelines of the Government issued during the period 1977-80 are given in Statement I. (*See* below)

(b) The details of coverage are not available.

(c) The Government issued revised policy guidelines on the 2nd July, 1980 for making the electronic media more purposeful. A copy of the guidelines given in Statement. II

Statement—I

(A) *Policy guidelines for Government Media evolved at the meeting taken by Minister of Information and Broadcasting on* 13-4-1977

(1) Official Media should not build up image of any individual, howsoever important he or she may be in public life.

(2) There will be no aggressive one sided naked propagandist approach, as in the past, in discharging their duties in propagating Government policies.

(3) Media should adopt subtle and sophisticated approach. Opposite points of view including criticism of Government policies and programmes, and their implementation should find place in their programmes and releases. This was necessary to restore credibility of the media.

(4) News coverage should be diversified and names of individuals need be brought in if they have the news value and are specifically related to the news. Coverage should be balanced and should project Government's policies, programmes and achievements in an objective and balaneed manner. Events and development, rather than personalities, should be the main focus.

(5) Conscious efforts should be made to make news and programmes relating to developmental programmes more interesting and they should not be dull and insipid as now. Media Heads should devise ways and means to make them interesting and lively to the listeners, viewers and audiences.

(6) All sides should be presented by including discussion of shortcomings in the implementation of Government's policy by participants and beneficiaries.

(7) All slogans, slides, documentary films, I.N.Rs. etc. associated with Emergency and 20 plus 5 points programme should be withdrawn immediately if not already done. However, motivational and informational publicity would continue to be done by Government Media, including slogans, hoardings and slides.

(8) An immediate exercise should be undertaken to review the existing hordings, slogans and slides and new slogans prepared keeping in view the directions of Government.

(9) While effecting a change in the style of publicity, it should be ensured that there is no let-up in publicity efforts. Media Units were free to act and should have no hesitation in respect of publicising Government policies and programmes. They should, however, guard against projecting policies as such and also what would amount to counter-productive publicity.

(10) Akashvani and Doordarshan should organise discussions on the subject of projection of news add programmes in its news and non-officials and experts in the subject should be associated.

(11) As regards speakers on the Akashvani and Doordarshan, there were many turncoats who have changed their views with the change of Government. Such of the speakers as had come out enthusiastically for supporting the Emergency and associated programmes during that period, should not be engaged by Akashvani and Doordarshan.

(12) As regrds the family planning, the Minister made it clear that the present Government is not against family planning as such. In fact, it has already declared that it is in favour of a national population policy. It is, however, totally against coercion or compulsion Family Welfare has to be completely voluntary. Publicity for family welfare should be done although in a low key, in consultation with the Ministry of Health and Family Welfare.

(13) Concretisation of Government policies and programmes in various files would take place only by the next Parliament Session. In the mean while, Media Units were advised to go ahead on the basis of the President's Address to the Parliament as well as the programmes and policies announced by the Janta Party on the basis of which it has been voted to power.

(14) M.I.B. stated that restoration of democracy in the country had generated an immense fund of godwill abroad. Efforts should, therefore, be made to cash in on it in consultation with the XP Division of the Ministry of External Affairs. Media Heads concerned should devise a strategy towards this direction and put up their suggestion for consideration.

(B) *Policy guidelines issued vide Ministry of I&B's letter No.* **12/215/77-B (P)** *dated* **29-5-1979.**

(i) Akashvani and Doordarshan shall present a fair and balanced flow of information including contrasting views without advocting any opinion or ideology of its own.

(ii) The image of any individual shall not be built up howsoever important that person may be in public life.

(iii) Opposite points of view including criticism of Government policies and programmes and their implementation should be presented in the programmes.

(iv) Selection of participants in the programmes and other broadcasts should be done solely from the points of view of their stability for the programme, keeping in view their knowledge of the subject, their professional standing and such other factors.

(v) News coverage should be diversified and names of individuals need be brought in only if they have news value and are specifically related to the news. Events and developments rather than personalities should be the main focus of news coverage.

(vi) Government's policies, programmes and achievements should be presented in an objective and balanced manner.

(vii) Special attention should be paid to the field of extension namely, education, agriculture, health, family welfare, science and technology.

(viii) Special steps should be taken to serve the rural, illiterate and weaker sections of the people. Similarly, steps should be taken to serve women, children, the blind, the aged, the handicapped and other vulnerable sections of the people.

(ix) The media should promote social justice by exposing such evils as untouchability, narrow parochial loyalties, inequalities and exploitation.

Statement-II

No. 7/6/80-IP & MC

Government of India

Ministry of Information and Broadcasting

New Delhi-1, the 2nd July, 1980

To

All Media Heads (by name)

SUBJECT:—Policy guidelines for official media units

Sir,

The Government is commited towards the establishment of an egalitarian society and to promote social and economic justice for all in the country The official media units have to play a vital role in the context of over-all development strategies and programmes of the Government. The various processes of thinking, planning and execution of publicity programmes have to be tuned to the efforts in these directions. People have to be mobilised towards the goals set by the Government and public support mustered for the programmes. The official media have, therefore, obligation to provide information and build up motivation in support of such programmes and policies. It is in this context that the activities of the media should become an input in the nation-building tasks. They must strengthen the confidence of the people, promote the concept of self-reliance and encourage forces of unity and national harmony.

2 All this has to be done by the official media with a certain degree of creativity originality and ingenuity so that the official media remain credible as well as interesting to all sections of the society and specially the youth of the country.

3 The Government have in this context carefully considered and approved the following guidelines for assisting the various offical media units in their functioning: —

(1) Media Units should give effective coverage to Government's programmes, policies and achievements. Particular attention should be given to programmes and dissemination of information relating to developmental activities in all their facets including, for example, extension work in Agriculture, Education, Health and Family Welfare and Science and Technology.

(2) Media Units should devise and present suitable programmes relating to youth, including information regarding opportunities for and the generation of employment in various fields.

(3) Vigorous steps should be taken by the official media units to serve the rural population, minority communities, women, children, illiterate as well as other weaker and vulnerable sections of the society;

(4) Each Media Unit should try to encourage both individual as well as collective effort by the handicapped, such as, blind, deaf, dumb and other disabled persons as well as institutions doing service to this section of society. Media Units should also try to propagate the good work that is being done to eradicate diseases like leprosy and to remove inhibitions about them.

(5) The Media Units should devise suitable programmes to eradicate social evils such as untouchability, narrow parochial attitudes and loyalties, in-equalities and exploitation. Steps taken by the Government in this regard should be highlighted.

(6) Dissemination of information, news and comments in Akashvani and Doordarshan and Films Division should be done in a fair, objective and balanced manner including 'contrasting points of view with emphasis on events and developments. Reference to personalities may be made primarily for providing human interest.

(7) Media Units should adopt a professional approach in their activities. They should strive for creating audience interest and to meet their needs and expectations by a taiking about what is on the ground; having stories of local interest in a realistic manner by adopting actual field-based coverage. The media units should, instead of limiting themselves mostly to what the Government is planning to do, identify and highlight successful examples of group and individual efforts in developmental activities and towards solution local problems. Problems and issue should also be covered from the public point of view without any hesitation in bringing out healthy criticism.

(8) Media Units and, particularly, Akashvani and Doordarshan, should endeavour to put out news and features which are investigative and indepth. There should be a greater attempt in diversification of coverage in terms of personalities being brought in for participation, places of origination of news, and sources being relied upon.

(9) Media Units should have a constant dialogue among themselves and establish effective horizontal linkages to support and supplement one anothers' programmes and resources.

(10) Each Media Unit should have adequate systems for continuous evaluation and re-assessment of performance in the context of its specific objectives, resources and schedules.

4. This communication supersedes earlier communications No. 1/5/77-IP&MC dated 18th April, 1977, No. 12/215/77-B(P), dated 29th June, 1978, No. 12/215/77-B (P), dated 7-11-78 and No. 12/215/77-B(P) dated 29th May, 1979, on this subject.

5. The receipt of this communication may please be acknowledged.

2196. [*Transferred to the 10th August*, 1989].

Installation of Statue of Mahatma Gandhi at India Gate

2197. SHRI BHUVNESH CHATURVEDI: Will the Minister of URBAN DEVELOPMENT be pleased to state:

(a) whether Government's attention have been drawn to the recent prices report about the difference of opinion in various departments about installation of statue of Mahatma Gandhi at India Gate; and

(b) if so, by when the statue is likely to be installed?

THE MINISTER OF STATE IN THE MINISTRY OF URBAN DEVELOPMENT (SHRI DALBIR SINGH): (a) Government is aware of the reports appearing in newspapers about installation the statue of Mahatma Gandhi at In Gate. However, Government is aware of inter departmental differences this matter.

(b) The preparation of statue is un progress and the same will be insta when it has been completed.

Agreement for setting up of food processing Industries by Multinational Compa

2198. SHRI B. SATYANARAY REDDY: Will the Minister of FO PROCESSING INDUSTRIES be ple to state:

(a) whether Government have si any agreement with other countries ing up of export oriented joint ven in the Food Processing Industry in pri sector; and